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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Jeffery L. Clark et al

Serial No.: 09/919,652

Filed: July 31, 2001 Group: 2661

For: RETAIL ADVERTISING METHOD

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INFORMATION DISCLOSURE STATEMENT

In keeping with the duty of candor and good faith owed to the Patent and Trademark Office, the applicant wishes to make of record the references on attached PTO/SB/08A form. Copies of the items are provided in accordance with 37 C.F.R. 1.98.

The subject invention differs considerably in appearance and design from the features disclosed in the above references. For these reasons it is respectfully submitted that the instant invention is patentable over these references. These are submitted to the Patent Office only to ensure that all related art of which applicant is aware is before the examiner for consideration.

Respectfully submitted,

William J. Mason
Registration No. 22,948

Date: September 13, 2001

File No.: 5541-3



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PTO/SB/08A (08-00)

Approved for use through 10/31/2002, OMB 0651-0031

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

of

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Complete if Known	
Application Number	09/919,652
Filing Date	07/31/2001
First Named Inventor	Jeffery L. Clark
Group Art Unit	2661
Examiner Name	
Attorney Docket Number	5541-3

U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

Examiner Signature		Date Considered	
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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